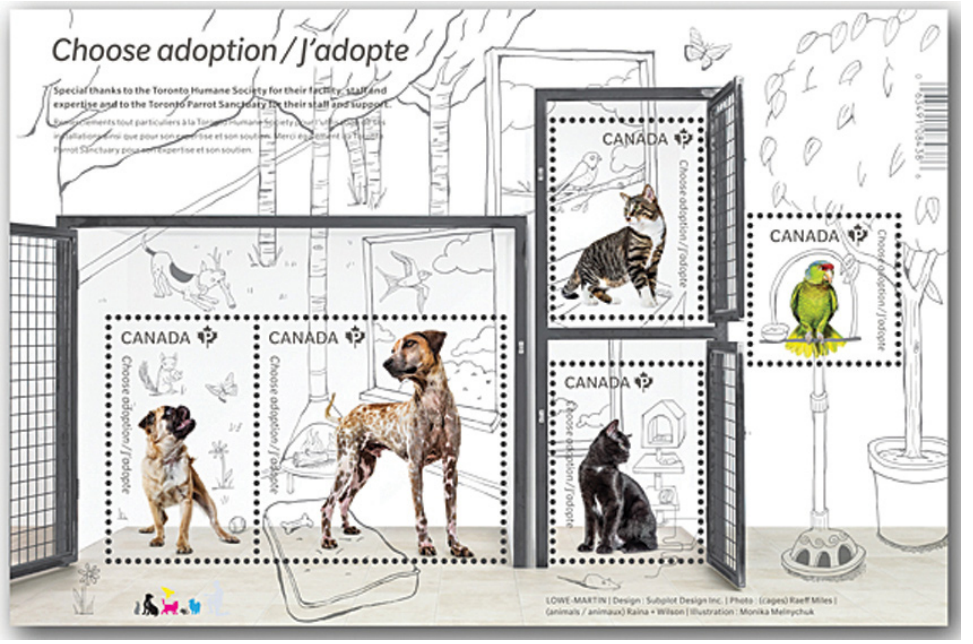
Canada Stamps Boost Pet Adoption



On April 22 Canada Post released a new five-stamp issue promoting pet adoption from local shelters. Developed in collaboration with the Canadian Federation of Humane Societies (CFHS), the series calls attention to the plight of homeless pets in Canada. In 2010 in Canada, close to 150,000 homeless pets were admitted to shelters. While many were either returned to their owners or placed in new homes, too many remain homeless.

The stamps feature two dogs, two cats and a colorful parrot. They showcase real shelter animals, with their individual stories on the back of the stamp booklet. Stamp design manager Danielle Trottier, a long-time pet owner, and Roy White of Subplot designed these stamps to invite interaction. Each animal image is close cropped to show the most "personality." Detaching the stamps allows users to symbolically free the animal from its pen. In the background behind each animal is a black-and-white sketch of what could be its dream home.

"Close to 180,000 animals are admitted into shelters annually," says Steven Fletcher, Minister of State (Transport). "This new series highlights that pet companions can come in all shapes and sizes—all they need is a good home."

"These stamps show us what the shelters in Canada are accomplishing," says Deepak Chopra, President and CEO of Canada Post. "The creativity incorporated into the design provides interaction and a true connection to each individual stamp and its story, ideally changing the stigma associated with shelter animals."

The animal models for the stamps are all from a shelter. The Canadian Federation of Humane Societies recommends that Canadians go to their local humane society when considering pet adoption. "Adopted animals come with great benefits: they have been spayed or neutered, micro-chipped, vaccinated and had a full vet check-up in addition to having their physical and behavioral health tested to ensure they are ready for a new home," says Barbara Cartwright, CEO of the CFHS. "But the real reward of adoption occurs when the right animal comes into your life and becomes a part of the family."

The stamps are available in booklets of 10 stamps and souvenir sheets of 5 stamps. The stamps and souvenir sheet (shown above) were printed by Lowe-Martin on Tullis Russell paper using lithography in six colors. The official first day cover was cancelled in Ottawa, Ontario in honor of the Canadian Federation of Humane Societies.